



METROPOLITAN
TRANSPORTATION
COMMISSION

Joseph P. Bort MetroCenter
101 Eighth Street
Oakland, CA 94607-4700
Tel: 510.464.7700
TDD/TTY: 510.464.7769
Fax: 510.464.7848

Memorandum

TO: Operations Committee

DATE: September 3, 2010

FR: Executive Director

W.I.: 1226

RE: Bike to Work Contract: Bay Area Bicycle Coalition

This is a request for approval for a sole source contract with the Bay Area Bicycle Coalition (BABC) in the amount of \$300,000 to coordinate, promote and implement Bike To Work (BTW) events in 2011 and 2012.

Background

Since 2004, MTC has annually approved sole source contracts with BABC to coordinate, promote and implement BTW events.

For the past six years, the BABC has consistently exceeded annual program goals. MTC staff is quite satisfied with their performance:

- In 2006, the BABC secured \$25,000 in sponsorships (e.g., corporate donations, both cash and in-kind) to purchase additional giveaway and promotional materials. Sponsorship levels have continued to increase each year. For the 2010 event, the BABC secured \$69,500.
- The BABC, in cooperation with local teams, have successfully promoted the event. Each year, the BABC has obtained substantial media coverage, with live interviews on every local channel on the day of the event, as well as extensive print coverage. As a result of the marketing and promotions of the event, web traffic on the 511 Bicycling site increased an average of 60% in the weeks leading up to each annual Bike to Work Day event. There is evidence of sustained usage throughout the year, as well; the 511 Bicycling website has seen a 38% increase in average weekly user sessions from 2006 to 2010.
- The BABC has also extended the Bike to Work Day message beyond the one-day event through the "Team Bike Challenge", a month-long contest that encouraged people to cycle as much as possible throughout the month of May. In 2006, the contest produced 109 teams of commuters who rode their bikes in May. In 2010, the contest produced 526 teams, a 382% improvement since 2006. The 2010 Team Bike Challenge contest participants reported riding a total of 316,359 miles.

Without volunteers, the BTW events would not be possible at the scale they are today. Each of the county agencies and/or coalitions has a formal arrangement with the BABC for coordinating, implementing and promoting BTW. Because of these arrangements, the BABC has a unique

capability, as a regional organization, to deliver local support through hundreds of volunteers, in addition to regional coordination. The number of volunteers with whom the BABC can connect and recruit provides a unique opportunity to leverage program resources. For BTW 2010 events, the BABC coordinated 8,031 volunteer hours, for a total of over 15,000 labor hours.

Continuing to contract with the BABC to implement BTW can again facilitate effective coordination between the regional events and local outreach. Furthermore, the number of volunteers with whom the BABC can communicate and recruit continues to provide an opportunity to effectively leverage our program resources. Finally, the BABC has gained developed effective strategies (such as providing modest stipends to each of the local teams) that have ensured a consistent level of support for local coordination.

Bike to Work 2011 and 2012

For the 2011 and 2012 events, the BABC will implement the following scope of work:

- Promote the 511.org Bicycling website as a year-round resource for bicycling information;
- Coordinate the event at the regional and local levels, including establishing county teams to facilitate the coordination;
- Coordinate the activities of the BTW Technical Advisory Committee (TAC) to provide strategic direction throughout the event planning, execution and evaluation;
- Dedicate a portion of the budget for local efforts; and
- Maintain a BTW website that can be accessed from 511.org.

Recommendation

Staff recommends that this Committee authorize the Executive Director or his designee to negotiate and enter into a sole source contract with the Bay Area Bicycle Coalition to promote and implement Bike To Work events in 2011 and 2012. The amount requested for each year is \$150,000; FY 2012 funding is subject to the agency budget approval process.

Steve Heminger

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Contract

Work Item No.:	1226
Contractor:	Bay Area Bicycle Coalition
Project Title:	Bike to Work,
Purpose of Project:	Promote and encourage commuting by bicycle through regional Bike to Work events
Brief Scope of Work:	Promote and coordinate regional Bike to Work events
Project Cost Not to Exceed:	\$300,000
Funding Source:	TDA
Fiscal Impact:	\$150,000 included in FY 2010-11 agency budget; \$150,000 for FY 2012 to be included in FY 2011-12 agency budget and subject to annual budget approval.
Motion by Committee:	That the Executive Director or his designee is authorized to negotiate and enter into a contract to promote and coordinate the 2011 and 2012 Bike to Work events, and the Chief Financial Officer is authorized to set aside funds up to \$150,000 for such contract, in FY 2011 and \$150,000 in FY 2012, subject to the annual budget approval process.

Operations Committee:

Amy Rein Worth, Chair

Approved:

Date: September 10, 2010